

How to Effectively Spread Positive Energy in College Ideological and Political Courses in the New Media Age

Wansong Hu

Zhongnan University of Economics and Law, Wuhan, Hubei, 430073, China

Keywords: new media era; colleges and universities; ideological and political class teachers; positive energy; communication

Abstract: China is in the critical period of social transformation and the period of scientific development opportunities. The important task of building a harmonious society is to put ideological security, political security and national security in the same position and carry forward the education of socialist concept of honor and disgrace. Teachers of ideological and political education in colleges and universities should dare to speak in the ideological security struggle, and compete with online public opinion. At the same time, they can flexibly change the roles of network commentators and narrators, give full play to their professional advantages, effectively spread positive energy, and drive the development of online public opinion.

1. Introduction

As the Internet becomes more popular, people's lives are increasingly dependent on the Internet. The new media has taken advantage of the east wind of the information age to expand social media such as WeChat Weibo. It is highly sought after by its students because of its openness and inclusiveness. However, students' social adaptability is weak and their willpower is not determined. They are deeply influenced by various cultures and ideas of the Internet, which is not conducive to the establishment of a correct three perspectives. As a teacher of ideological and political education in colleges and universities, it is responsible for the students' political ideological consciousness and the cultivation of the three outlooks. In the confrontation with the network bad public opinion, it promotes correct thinking and promotes the healthy development of students and other netizens.

2. The need to actively participate in ideological struggle

2.1 The ideological struggle is grim

The Western countries have always adopted the means of peacefully evolving the socialist countries, formulated and implemented the ideological infiltration strategy, and influenced the public opinion through the human-hearted tug-of-war, and finally achieved the effect of subversion. Affected by the openness of the Internet, Western thoughts gradually infiltrated, and after various theoretical views were distorted, they were forwarded by unscrupulous young and middle-aged people, increasing the power of netizens to oppose Marxism and the government, and even filthy and defaming socialism. The events of value concept, China's development achievements are easily demonized by the evil words of netizens. At the same time, theories such as the universal values of the West have spread widely, and the sovereign status has gradually received threats of human rights, and even the adverse events of Western democratic thoughts supplementing or transforming Marxism have emerged. The public ideology is in a state of turbulence and ambiguity. It is affected by the bad reports of individual news events. The socialist political consciousness is gradually weakened, and instead it gradually develops capitalist political consciousness. The reason and the capitalist consciousness are related to the bundled packaging of various variety entertainments or news reports. With the increase of the promotion of Western conscious cultural products, the Western political concepts and value beliefs are subtly implanted, and various Tibetans are embedded. The confession of jihad and democratic independence has increased, making the

deterrent power of our national system gradually threatened, and the contradictions of ethnic relations have gradually deepened. The public ideology security is bewildered, the mass base will be lost, the party's core leadership position will be threatened, and the sense of identity with Marxism will be reduced, directly affecting the party and government management effectiveness.

2.2 Information control pattern was reversed by new media

New media belongs to the network media, and social media such as Weibo WeChat has become the mainstream platform for new media. The network is inclusive and the information is transmitted quickly. Virtual communication meets the needs of the public, and the freedom of speech of the netizens makes it possible for anyone to participate in discussions or become a communicator and manufacturer of network information. The content of netizens' public opinion is not limited. It is based on self-control and restraint. It can express its own shallow opinions on social current affairs, and can also evaluate government behavior. The information control pattern of the government and other relevant departments has gradually reversed. Diversified public opinion manufacturing paradoxes and information sharing have gradually formed, which has also increased the difficulty of ideology security management and maintenance. Freedom of speech on the Internet and the management of public opinion are incomprehensible, leading to the emergence of rumors and speculators. People have long been true and false, and even believe in it. They have become unconscious and provocative, such as heroic stigmatization, public to heroes. The number of doubts has increased, and even more irresponsible netizens have turned their backs on the wrong side. In the face of the network public opinion in the new media era, the relevant departments seem to be unable to control and maintain their power, and the apparent stamina is insufficient to restore the Internet ecology in time. At the same time, in terms of management techniques, most of them are based on post-processing, including closing illegal websites, channel columns, blog forums, and cleaning up harmful information to control the spread of bad information, but the confusing of bad information to the people cannot be remedied in time. Under the influence of modern science and political education, the ideological struggle of the Internet has become more and more fierce. The willingness to reshape the world in the West has not followed, and it has been aimed at throwing out the Chinese threat theory and other unhealthy remarks in an attempt to snatch the mainstream discourse power of Chinese public opinion. Will not give you the opportunity. Western countries used new media methods to influence public awareness. They were staged before the disintegration of the Soviet Union. They also took the opportunity to recognize the power of ideological infiltration. In this regard, in the face of Western countries' smearing socialism to attack the government, they should actively stop and Be prepared in advance. In response to all kinds of bad points, we should confront each other, seize the right to speak, and give the public a reassurance. The scale of Chinese netizens has increased substantially, the dependence on the Internet has increased, and the demand for new media has expanded. High-quality netizens have become participants in the maintenance of ideological security, especially in the ideological and political education of colleges and universities. We should give full play to our professional advantages, participate in ideological struggles, analyze online hotspots in real time, guide netizens to publish scientific speeches, improve public judgmental thinking, and rationally treat various speeches, and effectively demonstrate the guiding role for students [1].

3. Firm position in the struggle of ideology

3.1 Expanding the influence of educating people

The Chinese people's thoughts are old-fashioned and their ability to accept new things is low. This phenomenon also exists in the education world. That is, the famous educators only have prestige in the circle and are not known outside the circle. The reason is related to the wrong thinking, and even disdain to confront the netizens, or to promote the research results to the society, but not good at communicating with netizens, immersed in the terminology communication system, neglecting the public's concerns and public needs. In particular, teachers believe that doing their job

well can not pay attention to the dissemination of social theory knowledge, not realizing their own participation and guiding the sense of responsibility of public opinion, and even neglecting the network of students, and failing to realize the value of network second classroom education, resulting in The teaching effect of students' ideological and political courses is not satisfactory. In the new media era, teachers, as a medium for educating people, should keep up with the pace of development of the times, actively update the concept of cultivating and educating people, and gradually spread the influence of education from the academic circle to the social and network categories, so as to fully utilize educational resources and improve at the same time. The effectiveness of ideological and political education. Relevant departments have made good achievements in transforming the development achievements of Marxism in China, and promulgated relevant documents such as the construction of ideological and political courses in colleges and universities, and promoted the reform of ideological and political courses in colleges and universities, and also increased the intensity of socialist theoretical education. The role of the website of the boutique course is difficult to achieve, and it is not very attractive to students and the public. At the same time, there is a problem of misinterpretation of ideas and theoretical knowledge, and even being regarded as a laughing stock by insiders. Although the professional academic level of the speechors needs to be improved, the novel topics and funny arguments are deeply loved by students and other netizens. In this regard, it is of great significance to strengthen the integration of society and scholars in order to respond to public questions and strengthen the public. Rational customers see the ability to be paradoxical. Involved in the ideological and political struggle of college ideological and political teachers, they can increase the promotion of socialist and Marxist theoretical achievements, break the barriers of academic circles and network circles, display a large number of academic achievements to the public, and improve the recognition of Chinese people on Chineseism. In the end, the realization of popularization will help the socialist modernization drive.

3.2 Focus on the development of network ideology

In order to achieve the goal of training talents, higher requirements are put forward for the construction of textbooks for ideological and political theory courses in colleges and universities. The textbooks not only need to integrate the latest practical achievements of the development of Marxism in China, but also reflect the development of socialist modernization and the research progress in the subject area. Realize the integration of political thought and academics. However, the application of textbooks is not ideal. It is related to teachers' misunderstandings, single teaching methods, and insufficient social connection. Teachers pay more attention to the teaching of books and ignore the individual differences of students' preferences. Students pay more attention to social current affairs and online hotspots, and can think independently about online public opinion, but there are also many people who are tempted to have some doubts about their opinions. Various rumors of the Internet are updated rapidly and the title is novel. In particular, China has problems with other countries, and there are many wrong opinions and ideas. However, students understand one-sided aspects and make the teaching effect of ideological and political courses gradually weaken. Quality education has been gradually promoted, and more attention has been paid to the intervention of students in learning and life, so as to promote the all-round development of students. However, teachers only care about the teaching concept of internal affairs, which is seriously inconsistent with the concept of modern education. As a result, the relationship with students is gradually alienated, and students' ideological concepts cannot be correctly guided. Students' social adaptability and judgmental thinking will also be directly affected [2].

3.3 Confrontation with the network ideology

The Internet has promoted the development of all walks of life and has become an indispensable tool and platform for the modernization of various fields. Western countries or non-performing elements have used new media to raise awareness and confuse people, maliciously spreading rumors and misconceptions. The concept is that for college students with weak social adaptability, they will fall into a situation of confusion and confusion, which directly affects the security of ideology. In this regard, the state has elevated the Internet to a strategic development level and

increased Internet value development and ideology. The strength of security maintenance. The role of the ideological and political teacher in the demonstration and guidance of college students has a great impact on students, and even has a lifelong impact, especially teachers who distort the facts, directly harming the image of the teacher industry. At present, most of the teachers are influenced by traditional ideology such as Mingzhe and Bao Zhe, and they choose to avoid talking about the fierce network ideology of struggle. They are even afraid to show problems concerning the territorial integrity and institutional feasibility of the country. Attitudes and positions also directly reduce students' feelings of goodwill and lofty feelings towards teachers. In the face of rumors and misconceptions, the state's attitude is not tolerating palliative, and calls on teachers to participate in online public opinion, in the principle of seeking truth from facts, propaganda and research on Marxism, giving timely advice on confused understanding and false remarks, creating correct The atmosphere of public opinion. In addition, teachers should have the psychology and trend of holding up the group. In the face of severe ideological struggle, unite and unite, resolutely safeguard the party's core leadership, protect Marxist theory, carry forward socialist values, and give full play to teachers' posts. Duties.

4. Flexible transformation of roles to improve combat effectiveness

4.1 Network commentator

The quality of netizens directly drives the development of online commentary, and there are also phenomena in which netizens pursue irrational speech and ignore rational speech. In order to prevent the window breaking effect and restore the Internet ecology, under the guidance of the party and the government, teachers should actively change their concept of responsibility. They should actively correct the wrong speech, confront the rumors, give guidance to the wrong views, and guide the network. healthy growth.

4.2 Preacher

Promoting Marxism and promoting its popularization is the duty and duty of teachers of ideological and political courses. In order to effectively exert the professional utility of teachers, relevant departments should strengthen encouragement and publicity, guide more ideological and political teachers to participate in ideological wars, and increase the masses. Missionary efforts. Especially in the fast-paced life, the public does not have a deep understanding of the timing and methods of academic journals, directly reducing the interest in reading, but is interested in attracting eye-catching speech. In this regard, teachers should take advantage of new media to increase targeted education. The strength of the promotion of Marxism in the comments or confrontation, with the help of the new media mainstream platform, to create a network system project of theoretical popularization. To achieve effective extension of classroom teaching, to use the language of humor and easy-to-understand, to promote the effectiveness of the profession.

4.3 Truth

Consciously support the party's policy and policy and actively defend the truth. In response to the besieged truth, you should bravely break through, launch timely heavy articles or study and promote academic achievements. At the same time, theorists and researchers who dare to criticize Mingzhe's self-protection or negative attitude are more eager to speak up and fight against the wrong trend of thought. Teachers are required to maintain a rational mind at all times, with persuasive remarks, confrontation with diehards, increase the education of the masses, and effectively improve the judgment of netizens [3].

4.4 Caring people

To promote the popularization of theory, the premise is to consolidate the mass base and improve the public's sense of identity and support for Marxism. Teachers need to help the netizens to answer questions, strengthen the quality of the masses, and enrich the knowledge structure system. The public has a one-sided understanding of socialist values, party history and political

discourse. In the face of public political issues, teachers should help netizens to clear their minds, deepen the promotion of outstanding achievements, and explain them in easy-to-understand language. Appropriate questions raise public discussion and discussion, take the opportunity to deepen the education, so as to let the public know more about political speech in the interaction. Encourage students to participate in public opinion exchanges such as the public number, give play to their professional skills, help netizens solve problems, establish correct political ideas, help students to strengthen their institutional and theoretical self-confidence, deepen the effectiveness of ideological and political study, and achieve practical application. Through integration, we will enhance our sense of social responsibility and become qualified successors in socialist modernization.

5. Conclusion

The increasingly disordered network environment, especially the western wrong political speech, directly affects the public's ideology security. As a teacher of ideological and political education in colleges and universities, we should expand the education circle, confront the wrong mindset of netizens, flexibly transform the role of the truth-seeker and the instructor, ensure the effectiveness of interaction and propaganda, and raise the public's recognition and support for rational speech. This will lead to the positive development of political opinion. Encourage students to participate in positive energy transmission, in order to achieve teaching results with half the effort.

Acknowledgements

Hubei Province Student Work Quality Project, No. 2016XGJPG3013

References

- [1] Li Wei, Fang Hui. Analysis on the Promotion of the Mainstream Ideology of Ideological and Political Courses in Colleges and Universities in the New Media Era [J]. Journal of Shenyang University of Technology (Social Science Edition), 2017(05): 13-17.
- [2] Yu Ting. Research on Mechanism Innovation of Propaganda and Ideological Work in Colleges and Universities in the New Media Era [J]. School Party Building and Ideological Education, 2018, No.578 (11):39-42.
- [3] Liu Yong, Shao Yu. On the Optimization of the Supply Ability of College Ideological and Political Theory Courses [J]. School Party Construction and Ideological Education: Shang, 2017: 50.